

How to Take Your Group Business from GOOD to GREAT

25 Newest Methods for Sourcing Higher Quality Groups

Stuart L. Cohen, Chief Motivation Officer | StuartLloydCohen.com/BOOTCAMP

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“The Wonderful Paradox: I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want.”

-The One Minute Salesperson

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STOP repeating weak methods that get weak results!

1. STOP shouting TRAVEL _____.
2. STOP shouting _____.
3. STOP search for _____.
4. STOP looking _____ & _____.
5. STOP paying for _____.

BUILD A SOLID FOUNDATION: Crystalize who you are and what you do!

6. Be _____
7. Make a 1-page _____
8. Be _____
9. _____ more

LOOK IN YOUR OWN BACKYARD: Put yourself in opportunities way!

10. Don't _____ .. _____ everybody on your list: "What big events are on your horizon?"
11. Focus on _____
12. Turn _____ bookings into _____ - groups
13. Use my 15-_____ _____ method
14. Integrate into _____

BUILD YOUR LIST: More followers lead to more customers!

15. Be the _____
16. Get _____
17. Join & start _____
18. Give out _____
19. Have _____

WIN GROUPS: Transform their entire experience from good to great!

20. _____ them
 - Discover why they seek _____
 - Ask what went _____
 - Ask what went _____
 - Convince them _____ you'll do better
 - Never make it about _____ - make it about VALUE

START NEW GROUPS: Ideas are a dime a dozen. People who execute them are not. - Dave Ramsey

21. Solve a _____

22. Launch your _____

23. _____ be the Group Leader

24. Find _____

GO CORPORATE: Incentives & Meetings are predictable and profitable!

25. A _____ GROUP can be a meeting, convention, conference, or retreat held by a company or organization.

An _____ GROUP is when companies reward staff for achieving performance goals OR reward customers for loyalty.

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